

DEC 28 1942

THE

REPORTER

OF DIRECT MAIL ADVERTISING

always on the trail for new ideas



SEVENTH

SECOND STREET • NEW YORK • VANDERBILT 6-0888

HIGHLIGHTS OF NOVEMBER DIRECT MAIL NEWS

□ **THE GRAPHIC ARTS VICTORY CAMPAIGNS COMMITTEE** began functioning in November. Most of the activity was "behind the scenes." *This reporter* has enjoyed his work with the other members of the committee who have labored since early in the year to devise a workable and sensible public relations program for the Graphic Arts Industry. The program has been approved by both the War Production Board and the Office of War Information.

The Graphic Arts Victory Campaigns Committee will supply any branch of the government with "talent assistance" for the planning, creation, production and distribution of any victory project.

The Graphic Arts Committee will undertake a nationwide publicity campaign, through advertisements in business papers and through a direct mail campaign to executives . . . to show advertisers how they can tie-in with the sixty or more government sponsored victory projects.

First complete announcement about this program is being made in two-color, four-page inserts bound into all trade papers in the Graphic Arts field during December. Since many producers of Direct Mail are readers of *The Reporter* . . . the insert appears in the center of this issue. Many of our "user readers" should be interested in this development. First general announcement of the G.A.V.C. program to users of the mail will appear in business paper advertisements early in January. The direct mail campaign will start sometime in January. Particularly important to *Reporter* readers will be a comprehensive manual which will explain in detail every

GRAPHIC ARTS



The design above—in many shapes and colors and places—will become familiar to you in the coming months. *THE REPORTER* will attempt to interpret for you the work of The Graphic Arts Victory Campaigns Committee. We will, of course, put particular emphasis on how your Direct Mail can prove its **essentiality** by slanting your appeals toward aiding and abetting the Victory Projects of our Government.

government approved victory project. It will give all available facts and information about each project and will list the names of individuals in government agencies who can be contacted for specific advertising help.

Your reporter is working with the planning and research committee in digging up the facts and making the Washington contacts. The lights are burning long into the small hours of the morning. It is a big project. Before the war is over, every reader of this magazine, every producer, every supplier and every user of the mail will be asked to help . . . in one way or another.

□ **IF YOU ARE INTERESTED** in the subject of "building classified advertising business for newspapers through the medium of Direct Mail" . . . you might get hold of the November issue of "Classified Journal," the official publication of the Association of Newspaper Classified Advertising Managers, 415 Lexington Avenue, New York City. Price per copy 15c. On page 6 starts an interesting article "By Henry Hoke." Thought you'd like to know!

□ **THE CONVENTION-BY-MAIL** staged by Pres Reed of the Financial Advertisers Association, was (in our opinion) a success. We see that in the closing stages, Pres even offered to stage a story-telling session by mail. He urged members to send in their best tales. We have not yet seen the results. Perhaps the "session" was unprintable . . . as some such convention sessions would naturally be.

However, there was a question and answer session (by mail). We see that "Elmer" asked "Herman" what percentages of the advertising appropriation were devoted to newspaper advertising as compared with Direct Mail advertising. Herman replied "Our advertising for the Trust Department is divided as follows: Direct Mail, 51 per cent; Newspaper, 16 per cent."

□ **THAT'S A GOOD HOUSE MAGAZINE** issued by The Gilbert Paper Company, Menasha, Wisconsin. It's called "The Gilcrafter" . . . with a circulation "over 40,000." We like particularly the colored section giving reproductions of the prize letterheads of the month and examples of matched stationery.

□ **A GOOD SLOGAN** for copywriters was written by Arthur Cole of the Photo-Engravers Board of Trade of New York, Inc. . . . in pencil, at the bottom of sheet of copy improvement suggestions.

This spontaneous slogan should be reprinted in large bold type and preserved for future generations of copywriters. Here it is:

"Like a pot of broth, boiling down and adding spice, makes copy more flavorful and zestful!"

MORE HIGHLIGHTS ON PAGE 20

VOL. 5, No. 7, Report for NOVEMBER, 1942.

The Reporter of Direct Mail Advertising, is published monthly by Henry Hoke, publisher, from the Direct Mail Center, 17 East 42nd Street, New York City. Telephone Number: VANDERBILT 6-0888. Subscription price, \$3.00 a year. Re-entered as second class matter Nov. 15, 1939 at Post Office at New York, N. Y., under Act of March 3, 1879. Copyright, 1942, by Henry Hoke, N. Y.



Champion COMMANDOS of PAPER

*Scrap Your
Scrap*
★



BY day and by night the paper commandos from Champion mills make further raids into enemy territory. Pulp for explosives, waterproof papers for wrapping shells and munitions, food containers, army map paper, blackout paper... these are but a few of the discernible fighters that Champion provides. Champion also aids the war program by supplying printing and business papers for Government, and paper substitutes for certain critical materials. Each day of war intensifies the vital need for paper products for growing Army, Navy and Air Forces, and the industries that serve them.

THE CHAMPION PAPER AND FIBRE CO., Hamilton, Ohio

MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . HOUSTON, TEXAS

*Manufacturers of Advertisers' and Publishers' Coated and Uncoated Papers, Cardboards, Bonds, Envelope
and Tablet Writing . . . 2,000,000 Pounds a Day*

DISTRICT SALES OFFICES

NEW YORK · CHICAGO · PHILADELPHIA · CLEVELAND · BOSTON · ST. LOUIS · CINCINNATI · ATLANTA

WHY CONTINUE ADVERTISING?

□ **OUR OLD FRIEND** John B. Manion, Advertising Manager of Austenal Laboratories, Inc., 5932 Wentworth Ave., Chicago, made a speech before the Direct Mail Advertising Club of Chicago on November 11th. His topic "Wartime Advertising in the Professional Field."

After reviewing conditions in the field . . . fewer salesmen . . . cancellations of conventions . . . new processes, etc. . . . he summarized his conclusions in these worth-reprinting paragraphs.

We continue our advertising primarily for these reasons:

- (1) To do our part in the war effort of our country, because our product is the finest metal for its purpose and serves the civilian and military health of the country better than any other available metal.
- (2) Stabilize our business for the inevitable readjustment period—for what one writer aptly calls "economic solvency."
- (3) Hold the confidence and goodwill of our Distributors and of their customers.
- (4) Hold our present markets.
- (5) Hold the existing acceptance of our product.
- (6) Hold our competitive position which has been a process of slow and strong growth.
- (7) To repeat: "Assist in the war program" and earn a worthwhile and patriotic place in the nation's total war effort as requested by F.D.R.

I would like to close with these thoughts that may be helpful to you in your business: We at Austenal have given a lot of thought to our advertising and promotion. We do not want our company to be a War Casualty. We have long since quit seeing Hobgoblins and Witches in regard to our promotional efforts. We no longer will frighten ourselves about our advertising effort, because we have a conviction that our product is an essential in the war effort and that being such, it is necessary for us to carry on with our educational and promotional activities. We have dedicated our product and our company to Victory. We not only have our dental and surgical products, but we have expanded and multiplied our facilities for the production of castings that are vital to the war effort that have no relationship whatsoever to our professional products. We do not believe that advertising in itself is, as one fellow pointed out, "some special hound dog singled out by the Government for a whipping, because our Uncle Sam at the present moment

is the largest single user of advertising in the history of the United States." The reason is, of course, that advertising is the greatest force available for enlightening the American people on the purposes of this war and on the part they must play to insure Victory. The principal reason we advertise, therefore, is because our customers still need enlightenment and instruction on our product which we know serves the nation better than any other product in its special applications.



□ **ABOVE CARTOON** taken from latest "laffcard" issued by Ahrendt, Inc., thermographers, 233 Sixth Avenue, New York City. To tell the truth, it is not a laughing matter . . . since most of the printers in the country are suffering from messenger boy troubles.

□ **CLEANING THE MAILING LIST** was the first job tackled by Leon Bamberger when, after a year's absence in association activities, he went back to his old job as Sales Promotion Manager of RKO Radio Pictures, Inc., Rockefeller Center, New York City. Leon wanted to resume mail contacts with the master list of Film Councils, women's clubs, service organizations, school executives and principals, ministers, librarians, and other key people who are frequently notified of coming pictures. Leon mailed about 15,000 letters asking whether the recipients wanted their names continued on the list. So far slightly more than 50 per cent have responded (from a penny saver envelope with a printed permit in the corner . . . who said Third Class Mail isn't read?) Only 637 asked to have names removed and most of the requests were caused by changed war activities.

□ **DETECTIVE WORK.** Lowell Orr of the Jaap Orr Company (advertising) in Cincinnati attended the one day Conference of the DMAA. He asked **this reporter**, "Since when did you start writing poetry?" He then told us that he had seen "a poem of ours" enlarged and displayed in a window of a Cincinnati store. We asked him to investigate. Many things have been blamed on the name "Henry Hoke" . . . but not poetry.

Lowell's report just reached us. The following copy appeared on a large blow-up in a main street window of Frederick A. Schmidt, Inc.

"There is a war to be won. The war must be won. That comes **FIRST**. And there are only four jobs for Americans—

- (1) Administering and directing the war effort.
- (2) Fighting the war.
- (3) Supplying the fighters with materials.
- (4) Keeping life and business going so that we can support and pay for the war.

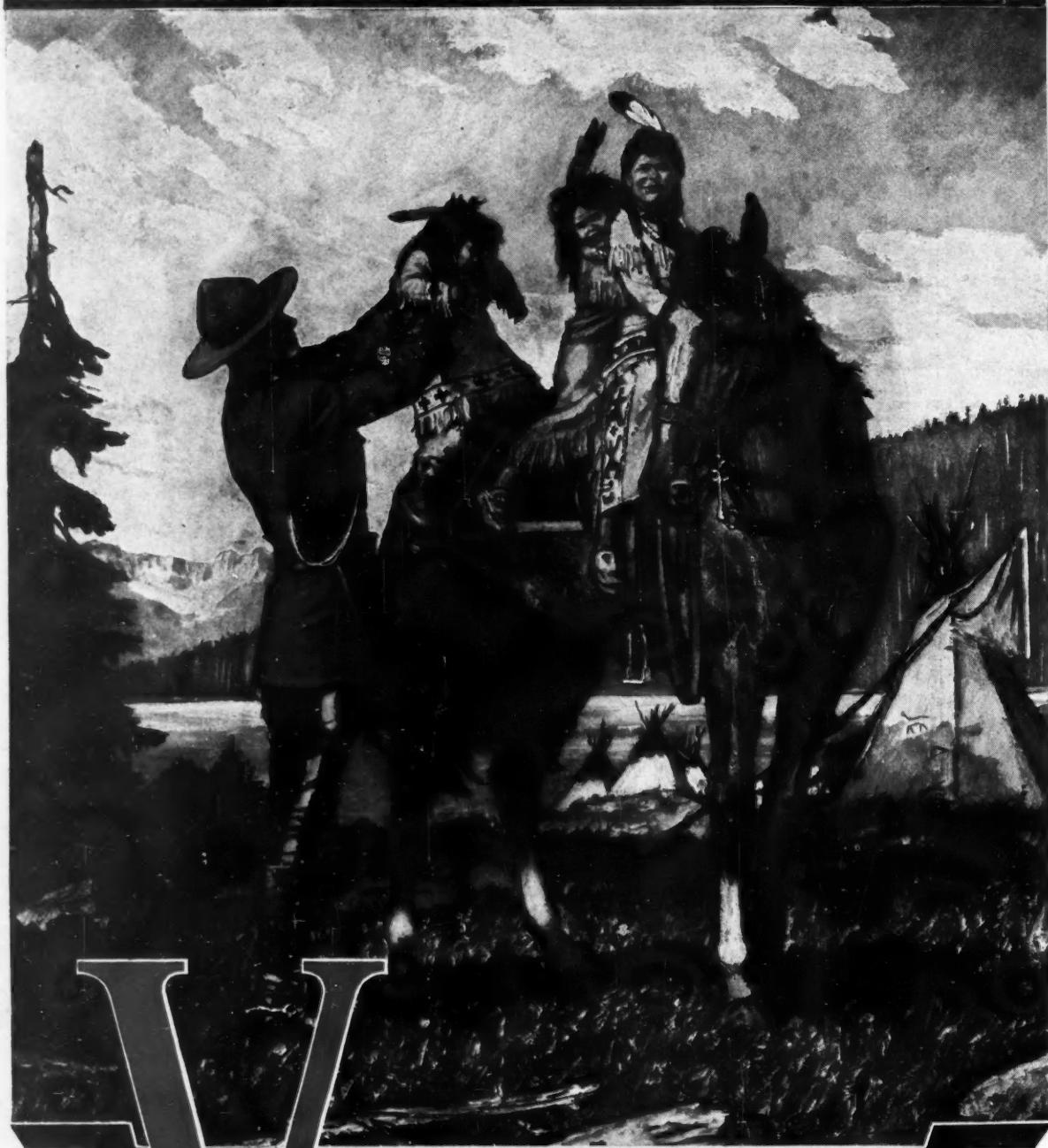
The Schmidt company obtained the quotation from the August, 1942 issue of "The Perfect Home" published by the French-Stamats Company, Cedar Rapids, Iowa. The editor of the house magazine got the quotation from the May issue of **THE REPORTER** in the article about the paper and Direct Mail situation.

Lowell is a good detective.

□ **A DIRECT MAIL QUIZ** . . . is the topic of a 3 1/4" x 8 1/2" booklet issued by Blum's Advertising Agency, 809 Mission Street, San Francisco, California. It's a boiled-down summary of a "Stump the Experts" program staged by the San Francisco Advertising Club. First part of the booklet gives some 50 questions asked of different experts. Back portion of booklet gives the answers. It's a good program . . . and an interesting promotion piece for one of the oldest Direct Mail agencies in the country. If you write to R. R. Clement he may be able to spare you a copy.

□ **CONGRATULATIONS** to the Timber Engineering Company, 1319 Eighteenth St., N. W., Washington, D. C., for the expert handling of its spiral bound catalogue. To make it **more important** to every owner, each catalogue is numbered. A special sheet inside (printed on bristol stock) tells the owner how "to increase the value of this book." The recipient is asked to return the **also numbered** post card which entitles the sender to "all supplements to this book as they are prepared." Supplementary copy infers that the volume is so expensive that the company wishes to keep an active list of all owners so that duplicates can be avoided. Clever handling.

TRADITIONALLY PREFERRED FOR PRECISION PRINTING PRODUCTION



VICTORY War Quality PAPERS

Northwest Pedigreed Printing and Utility Papers continue to provide all their traditional production and performance qualities even though in observance of urgent war needs their brightness is slightly reduced. Paper users can patriotically use more printing, and should where its employment serves to keep the wheels of Business turning, or strengthens public morale thus aiding the war program.

THE NORTHWEST PAPER COMPANY • CLOQUET, MINNESOTA, U. S. A.

Good Advice About Using the Mail

The Reporter has mentioned before the fine work of the Production Credit Associations.

Here is some good advice appearing in September, 1942 issue of "Production Credit News" issued from Houston, Texas—

What makes a successful MAILING PROGRAM

USE A MAILING LIST, obtained through assistance of members, directors, employees and other agricultural agencies.

SEND LETTERS that point out a few specific advantages—from the viewpoint of your prospective members.

REPEAT MAILINGS. Three good letters on different colored paper are more than 3-times as powerful as one letter.

TIMING at proper intervals with the final message going to prospects just about the time they are considering what type of credit to use.

ENCLOSE CIRCULARS to fit in with your letter's message.

SEND REPLY CARDS making it easy to ask for information.

KEEP RECORDS of replies—and answer all inquiries promptly following them through to a conclusion.

Speaking of results, the same issue reported as follows:

SAN SABA: "From the 1941 direct mail program we received 11 new loans amounting to \$39,511.82. This will make a total of 68 new loans amounting to \$205,410.82 from the direct letter program for the past two years."

SWEETWATER: "We have had a very gratifying increase in business the past year which we attribute in part to the direct mail campaign."

WACO: "Approximately 3,050 individual mailing pieces were sent out in our 1941 direct mail program. To date, it appears that we have received as a direct result of the program 77 new members whose loans approximate \$62,000."

Good advice on the tire situation is contained in an item taken from "The Dope Sheet" September house organ of Production Credit Corporation of St. Louis—

Mail boxes don't wear out. Tires do. Mail carriers aren't overloaded. Passenger trains and busses are. For the duration, an increasing number of production credit associations will depend more and more on reaching their membership and prospects through mail service.

Association house organs can replace a portion of your membership information traveling. Many associations are already stressing this means of maintaining contacts with their members. Others are planning monthly, bi-monthly or quarterly publications by which principles and developments of Production Credit and membership news can be passed along to every member, prospect and agricultural worker in their territories.

The Corporation is preparing some general material on house organs. It will be supplied upon request.

Let's do our best to conserve travel facilities, but at the same time let's do all we can to keep Production Credit in front of the public!

Another interesting case history report is shown in "The Wrangler" house organ of Wichita Production Credit Corporation—

From their Spanish-American program, Albuquerque reported partial returns (from two letters) of 9.7% on their American list and 10.1% from their Spanish-American list. Translations of the Spanish letters were made by PCA member Fred Huning of Los Lunas. Also from New Mexico, the Clovis PCA reports 28 inquiries and 3 loans closed as a result from the program they are conducting. Enid reported 32 cards returned and two office calls to date from a program being carried on in six counties. Chanute PCA's four-page illustrated letter has netted them fifteen good loans and lots of interest and inquiries. These few examples are typical of the results most of the other Associations are getting.

In case some of you Reporter readers don't know what the Production Credit Corporation policies are—here are a few comments that represent the philosophy and principle upon which they operate—(From a talk made by one of the officers).

"We are fighting for our very lives . . . there will be no compromise. . . . Everybody has his important task. . . . Farmers are being asked to produce as they never have before and they are doing it. . . . I have always thought it good business not to borrow money just because someone wants to lend it to you.

Borrow only if you can see your way to pay it back and be in a better position afterward. . . . Production credit associations, because they are co-operatives working for the benefit of farmers, must be conservative lenders in good times and courageous in bad times . . . The lender who loans too much at the wrong time is just as dangerous as the one who loans too little when it is badly needed. . . . I look upon production credit associations, like farmer co-operatives in general, as definite examples of democracy in action. . . ."

□ **"WELCOMING NEW EMPLOYEES"** is expertly handled in a new booklet created by Charles R. Strotz of the Southern States Iron Roofing Company, Savannah, Georgia. Perhaps he can spare you a sample copy. The booklet is entitled "You And Your Company," 6" x 9", 12 pages. It is written in a homey fashion. It shows where the plants of the company are located. Explains what the company manufactures. Describes and pictures the officials. It explains the products manufactured and the opportunities for work and advancement.

With a rapid turnover of employees being a common occurrence in most plants today . . . booklets such as "You And Your Company" should be much more prevalent than they are.

□ **A SHORTENED LETTERHEAD** is being used by Charles Yanutola of The Otis Hidden Company, Louisville, Kentucky. Charles tells us that he has standardized on this size for the duration because: . . . "Fits average letter. Forces briefer letters. Saves paper. Fits standard No. 9 envelopes (window or closed)." His letterhead is actually just two-thirds the size of a standard 8½" x 11". Charles further reports that by using this size, he found space on the letterhead layout sheet to produce attractive memo pads used for very personal correspondence and internal memos.

□ **WATCH YOUR INK** when you use an imitation hand written Direct Mail piece. Harold Severance of Centre Lovell, Maine sent us a horrible example of one of those "clever" hand written post cards issued by a New York hotel. The imitation section of the card was printed in solid black ink. The personal addressing which was supposed to make the whole thing look authentic, was done in light blue ink. Harold says this kind of Direct Mail "burns him up." That's being lenient!

□ **IDEA FOR SLOGAN STICKERS**. Bettye Stout of the General Printing Ink Advertising Department thinks someone ought to invent some Direct Mail promotion stickers with a big **D M** and with the following special wording tied in with the capitals—

D M Do More
Direct Mail
D M Direct Mail
Does More
Develops Markets

Who wants to try?

□ **WE AGREE** on the suggestion passed along in "The Imprint," weekly bulletin of the New York Employing Printers Association, Inc. . . . to wit:

Suggest This Time-Saver To Your Customers

With time and telephone facilities at premium these days, it is in order to suggest to customers that they make sure their telephone numbers appear on their letterheads.

Maybe it is dignified to get out a letterhead lacking 'phone numbers . . . even complete street addresses . . . but we won't win the war if we put dignity ahead of more practical considerations.

Absence of a telephone number on a letterhead is one of the most irritating things in business. You should hear what the reporter tells some of his correspondents who write and ask him to give them a ring . . . after he discovers that the telephone number is buried in the eye-wearying pages of the Manhattan Directory.

□ **"JUST NEWS"** is the name of a publication started by the Chicago office of the Westinghouse Electric & Manufacturing Company, for keeping in touch with former employees now in the service. S. F. Johnson, 20 N. Wacker Drive, Chicago, saw our item about service men bulletins in the October *Reporter* . . . and sent us copies of the simple and informal "Just News." He reports, "we are not trying to impress the fellows with a fancy format. Our main purpose is to approach the newness and warmth of a letter from home." The editors have succeeded.

□ **BEST CHRISTMAS CATALOGUE** . . . to our way of thinking . . . was issued by Lord & Taylor, 424 Fifth Avenue, New York City. Most unique format . . . so far. Four separate 6" x 8" offset booklets running from 24 to 32 pages each. The four booklets are tied together through a punch-hole at top-left with a green silk cord. Each booklet has a different colored cover. Insides are printed black throughout. The booklets are titled (and colored) as follows: "Hers" (red) "Uncle Sam's" (blue) "Ours" (yellow) "His" (green). Gifts offered inside coincide with titles. "His" and "Hers" are self explanatory. "Uncle Sam's" book is for the boys in the service. "Ours" illustrates and describes appropriate gifts for the children. War or no war, this department store catalogue sets a high mark for all time.



□ **A DELICATE SUBJECT** handled expertly! We felt in our bones that someone sometime would develop a new appeal for selling the advantages of a house magazine of a small size. It remained for George Kinter of Pittsburgh to tackle the subject. We reprint some of the copy which followed a full page cartoon in November "Advertising Highlights."

There is nothing that so warms the cockles of an editor's heart as a few kind words or a bit of praise from the readers of his publication. We have received our share of both, but the sponsor of a house magazine we edit handed us a letter the other day that gave us our greatest kick.

The letter read in part—

"I enjoy immensely the little publication you send us each month. I read it from start to finish as soon as it lands, but in doing this it tags my habits. When I slip the magazine in my pocket and start toward the door, the gang in the office starts singing, 'We know where you're going.'

"Anyway, where they 'know I am going' is one place where I can read your interesting little paper without others breathing down the back of my neck while they read it over my shoulder.

"Keep it coming."

That, in our opinion, is the finest compliment any man could pay a house magazine. Reading matter that a man takes with him "down the hall" is something he knows he will enjoy—something he wants to read without interruptions.

And, a house magazine that holds such interest is bound to build and retain good will for its sponsor.

If YOU are not issuing a house magazine, you are passing up the best possible method of contacting your customers and prospective customers.

Maybe you have given some thought to starting a house magazine but have delayed doing so because of the extra work it involves. A house magazine does involve a lot of work—that is why so many are given up after a few issues—but why not "let George do it?" It is the kind of work that is "right down his alley."

(Then . . . a song and dance about calling George.)

□ **A CRAZY TEST** has just been reported by Chet Sloane of Newsweek . . . who claims that this is a test which proves nothing beyond the fact that tests sometimes prove nothing. Part of his report follows:

We were trying to determine the value of one piece of copy against another. We used two lists which were split straight down the middle and keyed half of each list to the two pieces in the test, which for purposes of this discussion will be called letters "A" and "B."

Our letter shop, however, made one of their infrequent errors and sent out the same copy on both halves of both lists so that we wound up with only one piece of copy in the mail. Despite this unfortunate occurrence we decided to analyze the returns anyway and we found that on one half of the first list letter "A" pulled 57 responses and on the other half only 48. On the first half of the second list, letter "A" pulled 64 responses and on the second half 52.

Theoretically, of course, the two halves of each list should have pulled exactly the same response as the envelopes were alternated, one by one.

If any of your readers can tell me what this test proved, I would be very grateful to hear about it.

Praise for Paglin

(Carbon copy of a letter written on November 11, 1942.)

Mr. Jules Paglin
New Orleans
Louisiana

Dear Mr. Paglin:

Henry Hoke stopped in to see me the other day for the express purpose of telling me something of your fine work on behalf of War Bonds and Stamps.

Unfortunately I was out of town but he left me a September issue of *The Reporter*, and directed my attention to page 16 containing your letter and the story of your unusual "Christmas in July" promotion.

You are certainly doing your share, and more, to support the War Savings program, and I should like you to know that the Treasury Department is deeply appreciative.

Thanks to the loyal and hard-working "Paglins" in the country, War Bonds are being purchased in ever-increasing volume. And as you know, every dollar invested in War Bonds means that much less for new taxes or for the inflationary extension of bank credit.

Swell co-operation, Mr. Paglin. Please keep up the good work.—(s) Earle A. Buckley, Special Staff Assistant, War Savings Staff, U. S. Treasury Department, Washington, D. C.

1007
0007

WORTH PARTS
GRADE
PROPERTY

FORM 097

Invoice No.

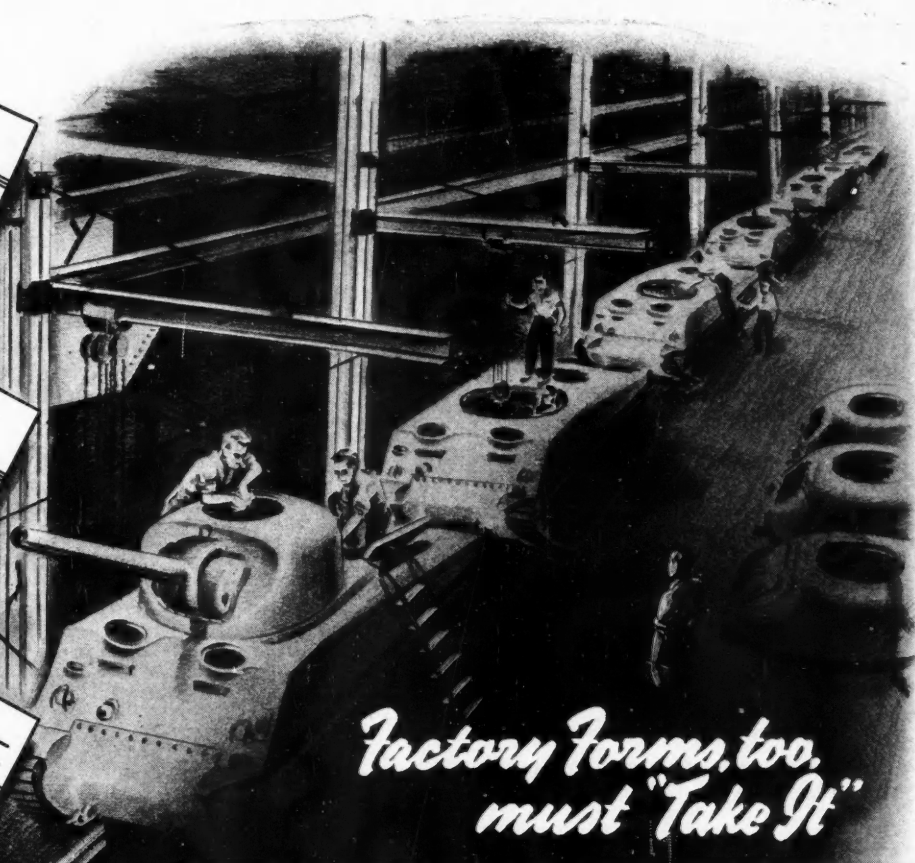
YMAN CO.
ACCOUNT

SUPPLY NO. _____

Size
No. _____

W DIVISION
Route
District

NO.



*Factory forms, too,
must "Take It"*

PRODUCTION lines need production forms. And production forms need ADIRONDACK BOND. With its six colors and white, it's just what the doctor ordered—a versatile, economical, water-marked, 100% sulphite bond paper. ADIRONDACK BOND can "take it"—printed, typed, or written. It's available from your nearest merchant in stock sizes and weights.

ADIRONDACK BOND

A Product of

INTERNATIONAL PAPER COMPANY

220 EAST 42ND ST.



NEW YORK, N.Y.

PAPERS FOR PRINTING AND CONVERTING

Companion Papers

INTERNATIONAL Mimeo SCRIPT

Ideal for mimeo work

INTERNATIONAL DUPLICATOR

More copies, clear reproduction, in gelatin or spirit process.

BEE SWING MANIFOLD

Strong, light-weight, water-marked manifold paper.

ADIRONDACK LEDGER

Economical, strong, water-marked ledger sheet; for accounting and records.

SPRINGHILL

Tag—Index—Bristol

THOUGHTFUL PLANNING IS A SERVICE TO THE NATION

NO MATTER WHAT THE JOB MERCURY PRODUCTS DO IT BETTER



MERCURY-GRAPH ROLLERS

For Multigraph Machines

You'll like the way these improved, lasting, rollers add snap to those jobs. You'll appreciate their enduring economy, too.

MERCURY-LITH ROLLERS

For Multilith Machines

You get better results, get 'em faster and with less work, with these rollers. Ask any user! They swear by them.

MERCURY-LITH BLANKETS

For Your Multilith Machines

For clean-looking office forms, circulars with brilliant halftones, letters with that "type-written" look — use this custom-made, super quality blanket.

□ **HOW TO WRITE LETTERS TO SOLDIERS** is the theme of an editorial by William Feather in the November issue of *The William Feather Magazine*. The same article appeared in *Bagology*, the house magazine of the Chase Bag Company . . . because a couple of readers of *The Reporter* saw it there and called to tell us we ought to ask Bill Feather's permission to reprint it. Here it is . . . with permission. Show it around!

What the soldiers need, even more than socks and cigarettes, is good letters from home.

We say good letters because bad letters are worse than none.

If some society could organize classes to teach parents, wives, and girl friends to write good letters it would be a blessing.

We herewith offer our thimbleful of advice.

Don't tell about your aches, pains, lonesomeness, hard luck, and mental weariness. Don't boast about the money you are making, the swell parties you are attending, the trip you are planning. Don't express bitterness because your soldier can't get a furlough.

Give the soldier the plain facts about your life and his community. Give him the names of the movies you see, the radio programs you hear, the score of the games you attend. Report in detail about the entertaining things the younger members of the family do and say. Tell him what you had for dinner, how the dog is behaving, who is mowing the lawn, and how the garden is doing.

If gossip about other people will amuse him, include everything you know or suspect, but don't be so tactless as to upset him with such things as "I don't want to worry you but I think you ought to know—" The British War Office has begged mothers-in-law to refrain from boasting about the good times their daughters are having in the absence of their sons-in-law. The British have specifically asked sweethearts to skip such things as "if you don't come to me on my birthday I'll know you don't love me." In Britain, worrying about wives is one of the chief causes for illness among soldiers.

Short letters, posted once or twice a week, are far better than long letters, infrequently written. We all like to get personal mail, and to a soldier a letter is precious.

Any woman who writes a wailing letter as a substitute for a cry ought to throw her letter in the wastebasket and begin again. She'd do better to cut local items from the newspapers, put them in an envelope, and let them do for a letter.

The main thing is to write happily about the little things of life, because it's the little things the soldiers are missing.

□ **A NEW AIR-BRUSH LETTERHEAD** has been submitted by Dave Coulter of The New Britain Machine Co., New Britain, Connecticut. He credits his inspiration to the "light up your letterhead campaign" advertising in *The Reporter* by the Fox River Paper Company a year or so ago.

Sorry we can't adequately reproduce the new sample in *The Reporter*. Perhaps Dave Coulter will accommodate you if you write him a good letter.

Incidentally, in sending his sample, Dave enclosed an air-brushed letterhead of the Envelope Manufacturers Association of America saying he thought it one of the best so far. It is good.

RAPID ROLLER CO.

Federal at 26th
Chicago, Illinois

D. M. Rapport
President

THE REPORTER



It's Time for you . . .

Every Company and Individual in the Graphic Arts

*to say **ALOUD** . . .*

"PRINTING IS ESSENTIAL TO THE WAR EFFORT"

When General Eisenhower drops leaflets over French Africa; when the Army furnishes its men with booklets telling them what to do in their new environment on foreign soil; when printed messages in almost every language filter through to those whom we want to reach with our war story—that's Printed Advertising at work on the fighting front!

Is it *essential*? Well, we don't risk lives to distribute non-essentials.

Printing and Lithography are vital parts of the war effort . . . on the home front, too. The present sixty-eight (68) Government public relations problems alone are a challenge to our industry. The Government *wants* advertisers to tie-in with these 68 projects. \$185,000,000.00 in private advertising dollars have already tied in with the efforts of the National Nutrition Campaign, War Savings Staff

and O.P.A.'s rationing program. It is up to us, producers and suppliers in the Graphic Arts, to show all advertisers how printing can be geared to the war efforts. That is our fight. That is how we can and must help win the war and win the peace **NOW**.

If we were to forget everything about printing except the *essential* jobs that should be done now, the volume of printing needed during 1943 would dwarf the peak requirements of peacetime sales-and-profits printing.

With the "know how" in our minds and under our arms for daily contact, we can get this full story of essential printing to every alert business man in America who is only too eager to cooperate. **MANAGEMENT** must be made fully aware of the job to be done. And **YOU** are the one to **TELL THE STORY**—tell it fully, with authority and conviction.

HOW?

By reading every word on the following pages describing the Graphic Arts Victory Campaigns Program . . . and then by doing something about it now in the manner outlined on page four.

Here are the Details



APPROVED?

YES!

The WAR PRODUCTION BOARD—after a thorough review and study—approved the entire program in a letter dated September 24th, from E. W. Palmer, Deputy Chief of Printing and Publishing Branch.

The OFFICE OF WAR INFORMATION—after a thorough review and study—approved the program. Ken Dyke, Chief of Advertising Division said, "Congratulations . . . it should be most helpful."

At time of going to press with this insert, the following groups have indicated their endorsement, either by underwriting or mailing prospectuses to members, urging them to support the program. Others coming in daily.

Amalgamated Lithographers of America, Local No. 1.

New York

American Pulp and Paper Association
Central States Paper Trade Association
Commercial Art Studios Board of Trade
Direct Mail Advertising Association, Inc.
Direct Mail Adv. Club of New York
Graphic Arts Association of Fort Worth
Graphic Arts Association of Grand Rapids
Graphic Arts Association of Milwaukee
Graphic Arts Association of St. Paul
Graphic Arts Institute of Massachusetts, Inc.
International Assn. of Electrotypes and Stereotypers, Inc.
Lithographers National Association

Litho Club of Philadelphia

Mail Advertising Service Association
National Association of Photo-Lithographers
National Association of Printing Ink Makers
National Paper Trade Association
National Printing Equipment Association
New Haven Typothetae
New York Employing Printers Association
Ohio Printers Federation
Paper Association of New York
Paper Makers Advertising Club
Photo Engravers Board of Trade of New York
Printing and Allied Industries of Toledo
Society of Master Printers, Springfield, Massachusetts

APPROVED OBJECTIVES

1. To coordinate all printing efforts to aid the Government in winning the war.
2. To act as liaison between Government and industry by interpreting the objectives of various Government agencies (as represented by the announced publicity campaigns of the Office of War Information) via the printed message.
3. To show what constitutes essential advertising, by using the Treasury Department's ruling as to types of advertising expense deductible from income taxes.
4. To channel all future printing toward winning the war. This can be accomplished by directing all planning and creating along government-approved lines.

APPROVED PROGRAM

1. To aid the Government agencies in developing effective follow-up and tie-in material for all newspaper, magazine and radio Victory Campaigns that may be conducted.
2. To effect this aid by establishment of a Printing and Lithographic Council similar to the Advertising Council and to work with that body.
3. To show producers and suppliers how their customers can tie-in their advertising copy to the Government themes.
4. To accomplish all program objectives by instituting an industry educational program using trade journals, advertising and business publications, club and association bulletins and direct mail pieces syndicated for regional groups.
5. To weld the entire industry into one directive unit of the Graphic Arts to aid the Government.

A WORKING PLAN FOR THE GRAPHIC ARTS

ADVISORY COMMITTEE

Representing each branch of Graphic Arts industry

To manage planning financing and handling of campaign.

PRINTERS & LITHOGRAPHERS COUNCIL CHAIRMAN

To accept assignments on Gov't Victory Projects. Obtain data. Plan material. Assign talent. Coordinate graphic arts objectives with those of newspaper, radio, magazine promotions.

INDUSTRY EDUCATION CHAIRMAN

A PUBLICITY CHAIRMAN

To keep editors of trade journals, business papers, and lay publications informed about the fundamental purposes of the campaign.

B TRADE PRESS CHAIRMAN

To explain purposes of campaign to Graphic Arts.

C ADVERTISING AND BUSINESS PAPERS CHAIRMAN

To explain to advertising and sales executives how printing can be used to help win the war.

D DIRECT MAIL CHAIRMAN

To explain to top executives, by printing itself, exactly how printing can be used effectively under present-day conditions.

E SYNDICATED MATERIAL CHAIRMAN

To prepare art and copy
1—Suggestions for local producing groups.
2—To supply government designs and facts for use by printers and lithographers.

GOVERNMENT
LIAISON

ADVERTISING
COUNCIL
LIAISON

TRADE
ASSOCIATIONS
LIAISON

GENERAL
INDUSTRY
LIAISON

GROUP SKILLS
CHAIRMAN

DIRECT
MAIL
AND
LIST
EXPERTS

DESIGN
AND
COPY

TYPOGRAPHIC
EXPERTS

PRODUCTION
AND
DISTRIBUTION
EXPERTS

... a two-fold, two-fisted Program!

The framework of this industry wide "public relations" program has been provided for you. Government approval has been received. The layouts are ready; much of the copy is written; contacts have been made with Government Agencies which have furnished information and details on what is needed; Associations have been invited to appoint representatives to the Advisory Board. In short—the campaign of cooperation and education is ready to go.

READY?

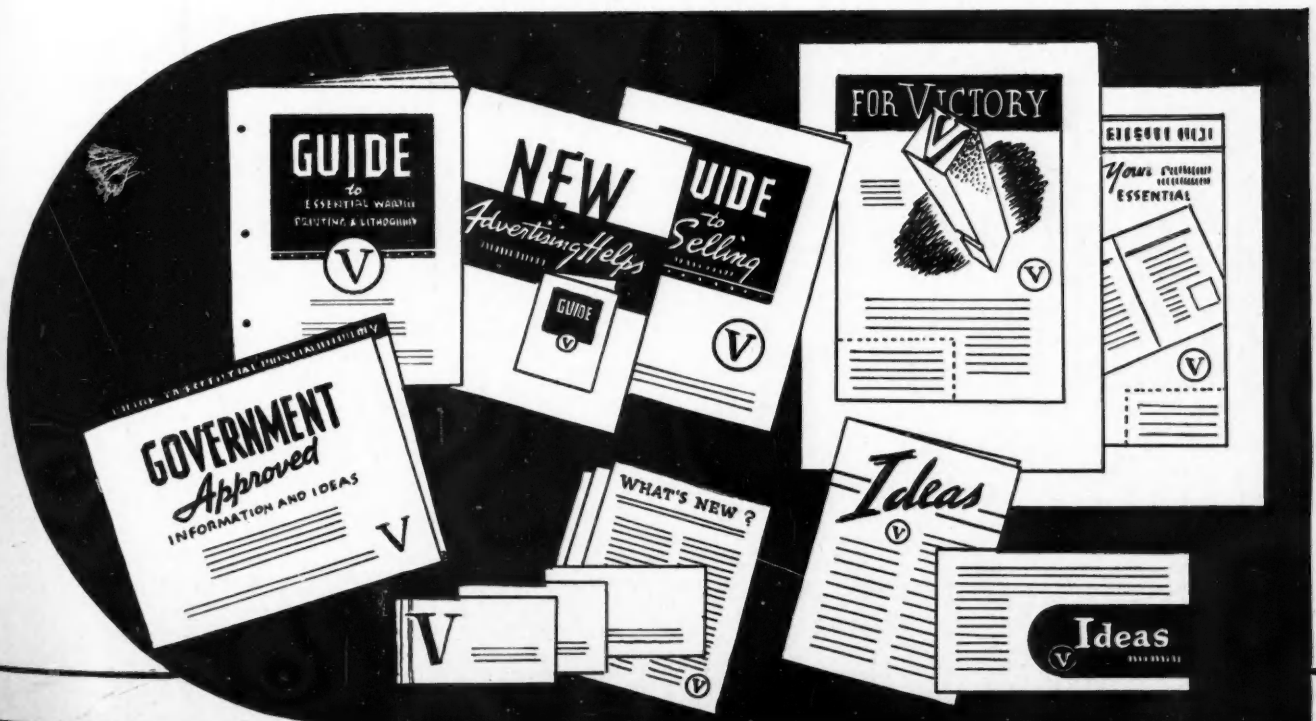
YES!

IN THE WORKS NOW

- 1 BUSINESS MAGAZINES**—will carry informative, case-history-giving advertisements showing how printed advertising can be slanted toward one or more or all of the Government publicity projects.
- 2 DIRECT MAIL PIECES**—planned to go to a national list of top business executives—giving detailed information on essential uses of printing in wartime. (How to get information for tie-ups, etc.)
- 3 LOCAL GRAPHIC ARTS GROUPS**—will receive from the Committee detailed suggestions, art work, layouts and copy for local-sponsored campaigns to tell story of essential wartime advertising tie-ups.
- 4 IDEA AND INFORMATION BULLETINS**—will be issued by the Committee—showing Government approved designs and facts which can be used by printers' customers in their wartime printed promotion.

THE ORGANIZATION On the left: a research, planning and creative talent "pool" to furnish any assistance required by any Government Agency on any publicity or distribution problem affecting the Graphic Arts.

On the right: a public relations program to show advertisers how they can tie-in with the 68 Government Victory Projects, and how they can get through you the information they need.





How Loud Can you Say "PRINTING IS ESSENTIAL"?

Every cent of cost so far—for planning, for research, for printed explanations, for layouts,—has been covered by the contributions of a relatively small group of individuals or companies interested in the need for such a program. Every bill has been paid.

But this relatively small Committee, composed of voluntary representatives of all branches of the Graphic Arts—paper mills, paper merchants, equipment, envelope and ink manufacturers, printers, lithographers, lettershops, photo engravers, electrotypers, suppliers, trade press, etc.,—cannot finance the major campaign without the help of *everyone in the industry*.

All our work thus far has been voluntary and we want to keep it that way as much as possible. It takes money to pay for space in magazines; to pay for art work;

printing; engravings; bulletins; press releases and direct mailings to executives. It takes money to handle the details of constant contact with Government Agencies who need and want printed-publicity jobs done.

Therefore, we ask you NOW to do *your share* to start this program immediately. Most firms contributing so far have figured that \$1.00 per employee for the six months' campaign is fair—and have so paid. Some more, some less. Will you do likewise?

The months of planning are over. It's time for the great invasion . . . an invasion into the minds of business men who want to help the Government win the war *on all fronts*. Figure your share. Send your check to the Treasurer of The Graphic Arts Victory Campaign Committee.

MAKE CHECK PAYABLE TO—GRAPHIC ARTS VICTORY CAMPAIGNS COMMITTEE. SEND IT TO HARRY PORTER, TREASURER OF COMMITTEE, C/O HARRIS, SEYBOLD, POTTER COMPANY, CLEVELAND, OHIO.

Graphic Arts Victory Campaigns Committee
c/o Harry Porter, Acting Treasurer
Harris, Seybold, Potter Company
4510 East 71st Street
Cleveland, Ohio

"Printing is essential to the war effort." And we are saying it aloud with this check for \$_____.

Send us our Certificate of Participation, the handbook, "Guide for Selling Essential Wartime Printing," and further selling helps as they are issued.

NAME OF COMPANY _____

ADDRESS _____

SIGNED _____

POSITION _____

Important

As soon as your check is received we will send you:

1. A certificate of participation to display in your office and a design to carry in your own advertising (if desired) and soon to follow. . . .
2. A "work book" explaining the steps in the program and showing exactly how you can adapt your selling and production to the Victory projects—together with a directory giving sources of complete information on every Government project. And at regular intervals. . . .
3. Bulletins—keeping you informed of progress of the campaign.

□ **A REPLY TO TRIANGLE** has been received from Fred East, West Coast Life, 605 Market Street, San Francisco, California, (Remember... last month we printed a mimeographed letter sent out by the Triangle Hosiery Company of High Point, North Carolina, to people who send them Direct Mail). Here is Fred's suggested answer.

Manager,
Triangle Hosiery Company,
High Point, North Carolina.

Dear Mr. Blank:

Your mimeographed request that we remove your name from our mailing list arrived today.

In your own best interests we have not complied, for reasons which we believe such a progressive concern as yourselves will readily appreciate.

The Triangle Hosiery Company was not placed upon our mailing list by mere chance. Our material is sent only to those who could use our product with advantage and profit to themselves. Yours is such an organization.

You would have no use for a salesman who quit after his first turndown; direct mail is our salesman, and the method by which we strive to draw attention to the sterling qualities of — is by "calling" until we can persuade you to prove our claims by a trial shipment.

So sure are we that — will do everything we claim that we are willing to ship one case—entirely at our risk. Just "O.K." this letter, return it in the enclosed reply-paid envelope and the case is yours.

Try it! If it is not everything we claim, return the balance of the case—collect—and it will not cost you one cent. We are willing to take a chance, Are you?—Yours for Victory, *Manager*,

□ **TREASURY DEPARTMENT PLEASE NOTE.** If you want to see how one company is quietly helping the Treasury Department to sell bonds to employees... write to Jane D. Hopkins, Manager Agency Department, Southern States Iron Roofing Co., Savannah, Georgia. Ask her to send you copies of the series of monthly letters which are put in employees pay envelopes each month. They are beautiful letters. Miss Hopkins generously credits *The Reporter* for the copy themes used in several cases.

(Note to *Reporter* readers: Miss Hopkins tells us that she has a few extra copies left and will send them to anyone interested.)

THE REPORTER



INSIGNIA

have a meaning IN BUSINESS, too



GENERAL



COLONEL



MAJOR



CAPTAIN



LIEUTENANT

Under the Seal of the United States, worn by every man in Military Service, are the insignia of rank — devices which indicate *relative fitness*, the ability to perform a duty with speed and precision.

Under the Eagle-A Trade-mark, which appears on every product of our mills, you will find grade-names which indicate *relative quality*, the ability to perform the tasks for which they are manufactured. Each of these Eagle-A grades serves as your guide in assigning your paper duties.

Your Printer, Lithographer or Engraver will be glad to show you samples and assist you in assigning the right Eagle-A grades to the needs under consideration. Before your next paper requirements come up, get the facts about Eagle-A quality standards and grade qualifications.



Facsimile watermarks (insignia) of several leading Eagle-A Rag Content Business Papers



**EAGLE-A
COUPON BOND**
100% RAG U.S.A.
EXTRA NO. 1



**EAGLE-A
ACAWAM BOND**
100% RAG U.S.A.



**EAGLE-A
CONTRACT BOND**
RAG CONTENT U.S.A.
75%



**EAGLE-A
ACCEPTANCE BOND**
RAG CONTENT U.S.A.
50%



**EAGLE-A
TROJAN BOND**
RAG CONTENT U.S.A.
25%

AMERICAN WRITING PAPER CORPORATION
HOLYOKE, MASSACHUSETTS



□ SPEAKING OF SOLDIERS LETTERS . . . we liked the imitation letter mailed by the Carpenter Paper Company, 7 Ionia Avenue, S. W., Grand Rapids, Michigan. It was processed on a plain sheet of 8½" x 11" paper. Individual name and address well filled-in by typewriter.

Dear Mr. Hoke:

I'm a long way from home now, so I can't get around every Saturday night to call on my best girl, so what am I doing about it? I'm writing letters, regularly, and from the reports I get from home, I know it is working like a charm. Sure, I talk about myself. I talk about the future—I know that if I don't toot my own horn no one else will. I'm selling myself over and over again, because I don't want her to forget, just because I can not get around regularly and call on her.

What's this all about? They tell me your tires are starting to get pretty thin, and you can't get any more for some time. I've even heard that in some parts of the country strict gasoline rationing is in effect, and that there is talk it might spread from coast to coast. This must make it almost impossible for your men to get around to see their customers regularly, if at all, doesn't it? That's what it would

seem like to me, so why don't you fellows at home sort of take a little lesson from us doughboys—write letters, a lot of them, carefully planned and cleverly laid out, and then keep at this program for the duration. (Of course you call all this direct mail advertising).

You've probably spent a lot of money building your good will over the past years. It doesn't seem logical that you should throw this investment overboard when for a few extra dollars spent now for a good hard hitting advertising program, you can protect this good will, and at the same time write your own insurance policy for the post war period.

Speaking of the post war period reminds me of something else that is mighty important to all of us fellows out here. Someday this war is going to be over, and a lot of us are coming back. We're going to need jobs. By paying close attention to your advertising program today, and building sales for tomorrow, you're not only insuring the life of your business, but you are also insuring our jobs for us.—Sincerely, *Johnny Doughboy*.

P.S.—They tell me there are some swell Victory Advertising Ideas in the files of the Library of Creative Ideas at the Carpenter Paper Company, 7 Ionia Avenue, S. W., Grand Rapids, Michigan. They might help you a lot.

□ WHO WANTS TO ANSWER THIS ONE?

Have you ever heard of any test to prove what type of envelope is best for mailing out an external house magazine? Specifically, can you advise us which is better—1. a smartly designed and beautiful envelope which tells the recipient that the house magazine is inside or, 2. an envelope with only a corner card or perhaps one with the return address on the back?

The question is whether mail which is not obviously advertising gets better attention in most offices and is more apt to reach the addressee than mail which is obviously in the advertising category.

We ourselves have always assumed that a good house publication deserves a handsome outer garment. Do you believe that there is anything to be gained by trying to steal under the recipient's guard and get him to open up the envelope before he knows what it contains?

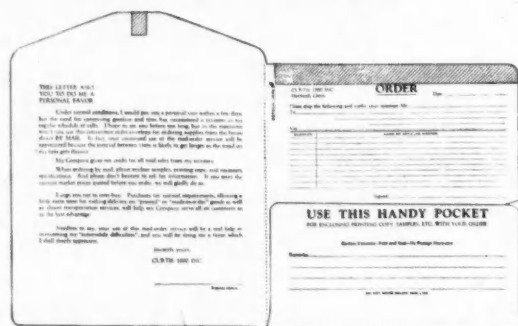
Reporter's Note: If it is a well-known, well-liked and "favorably anticipated" house magazine, such as *The Phoenix Flame* edited by Harry Higdon, then it is important to make the envelope as high class as its contents. But, if the external house magazine is designed to do an advertising or selling job and you are constantly going after new people, then I should say that you must analyze very carefully whether you should reveal the contents on the envelope.

You can argue this subject any way you want. It has been pro-and-con'd at innumerable conventions and meetings of the Direct Mail Advertising Association. No satisfactory general rule has ever been developed. Frankly, I think it needs an individual analysis for each case. Maybe we will be able to stir up a discussion on the subject in *The Reporter*. I'll try.

H. H.

□ **R.P.M. NEWS** is the name of a new house magazine being sent to 50,000 roofers, building materials and hardware dealers by The Barrett Division of the Allied Chemical & Dye Corporation, 40 Rector Street, New York City. W. F. Hugger may be able to spare you a sample copy. R.P.M. is derived from the objectives "Repair . . . Protect . . . Maintain." The publication is in tabloid newspaper style. It is Barrett's method of helping the American merchants through difficult times and is slanted toward establishing sound foundations for the future. A good job throughout!

USE SELF MAILER COMBINE-VELOPES TO FILL IN BETWEEN SALESMEN'S CALLS



This single unit combines (1) a letter, telling about less frequent salesman's calls because of the tire and gasoline conservation; (2) an order form, providing a convenient means of ordering by mail; (3) a return envelope, for enclosing samples or miscellaneous instructions.

Ask For Samples

SAVE TIRES AND GASOLINE—USE THE MAILS

CURTIS 1000 INC. 342 Capitol Ave. 1000 University Ave. 2630 Payne Ave.
Hartford, Conn. St. Paul, Minn. Cleveland, Ohio

A SPECIAL AWARD for the outstanding example of "For Pete's Sake Let's Take our Hair Down and Talk Like Human Beings" copy should be given to Variety Magazine 154 West 46th Street, New York . . . according to Chet Sloane of Newsweek Magazine.

On October 6th, Robert J. Landry, Radio Editor mailed a two page multigraphed form letter, which is so unusual that we must take the room to print it in full. It defies all of the accepted rules. It fails to ask for action. But Chet Sloane is betting his hat that it gets action anyway.

Dear Reader:

Throw a stone in any direction these days and you'll hit an expert on wartime morale strategy. Most of us have pretty strong ideas on what's wrong and what's needed to galvanize Joe Doakes into Terrible Doakes, the demon scrap iron-collector, or Bloody Doakes, the shootingest man in Uncle Sam's army. We're all pretty worried not about our own attitude but about our neighbor's. We're all pretty sure that our neighbor ought to be just a trifle louder.

For example Variety has been reporting that it bothers some folks that Americans in this present period of bumby going don't burst out into lusty song. There seems to be a legend that Americans have to sing in order to fight, pay their taxes, go without, accept all sorts of war-necessity privations and regulations. Maybe so. Again maybe not. Personally after all these years on Variety your correspondent has a hunch that the common people are always right but their leaders aren't always right. If the public doesn't want to sing right now, maybe there's a pretty solid reason. Maybe, in fact, they just don't feel like singing and, by Gad, sir, I for one respect their wish to be decently silent in the hush of ominous events.

Nuts to organized cheering. We'll know when to cheer when the time comes. We'll know when to sing and whistle and yell.

Do they think they're dealing with children?

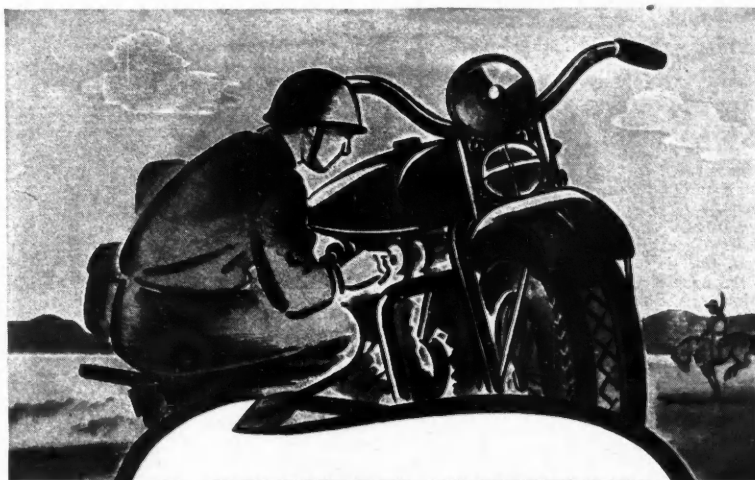
And speaking of children, most of them know better than to suppose there's anything funny or ridiculous or gaily amusing about the Nazis or the Japs. Our enemies would a lot rather slit our throats or lock us up in monkey houses or nibble off our toes than have roast beef added to their rations. A worse bunch of tough guys without a trace of mercy in their make-ups could hardly be discovered this side of the Spanish Inquisition. So while we're doing a little backseat driving on morale, how about you—dear reader—sitting down and writing an insulting letter to the boss of any and every radio comedian you hear indulging in asinine and conceited Yankee Doodle jokes based on supposed American strength

against supposedly weak and contemptible enemies.

Let's start a movement not to have to sing until we feel like it and not to have to have our intelligence dragged down to the lowest level of boobdom by jokes that are supposed to be patriotic but are merely cheap boastfulness without anything but future hopes to back them up. Let's respect the cunning and power of our enemies, the bastards.

Ladies and gentlemen, the fall season has now officially opened at Variety. If your subscription has lapsed, can you afford to be without this healthy disagreeable document?

□ **BEST BLOTTER** of the year was issued by the Standard Accident Insurance Company of Detroit, Michigan. It is printed in two colors of ink . . . **Both black.** There's a dull color black for the landscape, sky and highlights, with a shiny black for the buildings and outlines. Title is—"Blackouts Invite Burglaries." There is a car on the road . . . and a talking balloon reads: "Do you suppose anyone will break in the house, Jack, while we're caught in this blackout?" The other balloon reads, "I don't know, Jean, but maybe we'd better get a Standard Residence Burglary Policy so we won't have to worry about it."



A COWBOY "BREAKS"

A NEW KIND OF MUSTANG

A month ago he was ropin' mavericks . . . today he is learning about a different kind of horsepower. Part of his education comes from a manual or some other printed material. Today's war effort requires more manuals, parts lists, records, reference material than ever before. Most of it must be protected against constant handling . . . protected by tough, soil resistant covers.

To give your manuals and other printed matter maximum protection without loss of attractiveness . . . to achieve this economically and effectively, specify

KROYDON COVER

One of the papers made for tough service by "THE COVER PAPER MILL"

Send for samples and full information of these famous, proven-in-use cover papers: **KROYDON COVER**, complete range of colors, 2 sizes, 2 weights; **LEATHERCRAFT COVER**, 6 colors, 2 sizes, 2 weights; **TWILTEX COVER**, 9 colors, 2 sizes, 1 weight.

HOLYOKE CARD and PAPER CO.
SPRINGFIELD MASSACHUSETTS



ARE YOU REACHING THE RIGHT PEOPLE?

For your next mail promotion use a list of *right* people . . . people who are known to be buyers of products and services similar to your own. We don't own lists but we do know where to get them . . . 2000 privately owned lists—more than 80 million names—are registered with us and available on a *rental* basis. Cost is low—service is fast. Tell us the people you want to reach—we'll make suggestions without obligation.

D-R SPECIAL LIST BUREAU

(DIVISION OF DICKIE-RAYMOND, INC.)

80 Broad Street Boston, Mass.

May I Help YOU With Your Mail Problems?

- How to buy Customers by Direct Mail and Space Advertising at the right cost.
- How to follow up those Customers with the right frequency and buy additional business at the right cost.
- What literature to use.
- What lists to use.
- What Mail Sales Policy to follow.

Yes, I can help you no matter what you are selling by mail. I have created over One Hundred Million pieces of direct mail for over 150 different kinds of products. Complete Mail Counsellor with 20 years of experience.

"JACK" SMITH*

Formerly Advertising & Sales Manager

Frank E. Davis Fish Co.

(Fish By Mail Order)

Gloucester, Mass.

• • •

Now Owner,

JOHN A. SMITH & STAFF

(Mail Advertising Agency)

11 Beacon St., Boston, Mass.

*I have clients all over the U. S. Write me now of your problem. I may be able to help you.

THE LIST SITUATION

Here is a delayed report on the discussion by Dave Beard of McGraw-Hill at the One Day D.M.A.A. Wartime Conference. Read it carefully.

Let's see how serious list changes are today. They will vary all over the lot, depending upon the lists—whether men, women, old, young, home addresses, business addresses, farmers, high income, low income, etc. The few examples I have, necessarily pertain largely to the industrial field, for that's where I live.

As an example, all gold mines are to be closed as of October 17. We have a list in the metal-mining field, and we are immediately faced with the problem of eliminating from our list all of the gold mines.

Henry Kaiser comes into New York and recruits 20,000 men to work in the shipyards on the Pacific Coast. This will affect many lists in various ways. A number of these men might be in supervisory capacities and they will be important to get on to our list as quickly as possible. For other people it means a lot of new purchasing power, as many of these men may not have had regular incomes for some time, and now will be in the market to buy a variety of products.

Think of the shifting buying market around Henry Ford's Willow Run plant. Thousands of new dormitory units, permanent dwellings, privately financed homes, are being built in several towns close to this plant. All of this means dislocation of mailing lists where these people have moved from one location to another and it also means new purchasing power for some types of lists.

Then we have the concentration of new industries in certain industrial areas. For example, the Aviation industry concentrating in Paterson, Hartford, along the Pacific Coast. We have the development of new armament plants in isolated places and the conversion of peacetime plants to war products.

In yesterday's paper I noticed an item about a new \$57,000,000 powder

plant at Ravenna, Ohio, which now employs about 18,000 people of which one-third are women. This plant dominates the economy of the two or three surrounding counties, and the employees in this plant are from all over the country.

The curtailment of certain products kills markets and, therefore, affects lists. For example, a tubular Metal furniture company up in New York State has not yet been able to get any war orders and the plant is closing down and their employees are moving from this town into war plants in Buffalo and other war centers.

The above represents just a few isolated examples of what the war is doing in the way of changes in lists.

As another evidence of list turnover—in December, 1941 we mailed free an expensive catalog to 12,300 individuals in the large food manufacturing plants in the United States. At that time the list was as exact as we could make it on plant personnel. We are now revising and correcting the list for the 1942 distribution, and have found it necessary to remove and replace 6757 names of individuals no longer with these companies—a 55 per cent turnover in one year in this field which is one of the most stable of all industries.

The War Department has just laid down a rule that no bulk advertising or circular mail would be delivered through the War Department Official Mail System which operates Army post offices in this country, and wherever troops are stationed abroad. The department said that a recent survey showed that 200,000 pieces of such mail came to it in one month, and in one day more than 10,000 pieces were received from a single source. Another evidence of day by day changes that might affect your list.

In looking at list changes from the angle of types of personnel—we took

CHANGE is what we thrive on

for Results



McGraw-Hill
DIRECT MAIL LIST SERVICE

Turnover of executive and technical personnel in industry is 3½ times normal. We're adding more new names, and removing more old ones, than ever before.

More work for us, yes. But a job we're glad to do. Proper day-to-day list maintenance is assurance of pulling power. And McGraw-Hill Industrial and Mail Order Lists today are doing a superlative job for their users.

Nation-wide resources and unique industrial contacts are enabling us to make these lists the most accurate and comprehensive available. Very likely, we can give you the coverage of the specific markets in which you are interested. Inquire today. List counts, rates, and other details will come by return post.

DIRECT MAIL DIVISION

McGraw-Hill Publishing Co., Inc.

330 West 42nd Street

New York, N. Y.

5,000 questionnaires which were returned to us in 1939 and remailed them in October, 1941, to learn of changes in personnel in these various plants. An analysis of 3,000 replies (60 per cent return) shows the following turn-over: Presidents, 11 per cent; Vice-Presidents, 19 per cent; General Managers, 14½ per cent; Sales Managers, 23.5 per cent; Production Managers, 29.5 per cent; Design Engineers, 22 per cent. These changes were from 1939 to 1941. The last year would show this change to be very much higher percentage-wise.

Looking at our list changes in our subscription file, we find changes of titles, changes of address, deaths, retirements, etc., occurring on all McGraw-Hill papers from January, 1938 to December, 1942, run as follows: 1938, 19 per cent; 1939, 20 per cent; 1940, 29 per cent; 1941, 30 per cent; 1942, 34 per cent. In other words, a 100 per cent turnover in less than four years, and an average of 24 per cent over this five-year period.

We make a running editorial survey of our subscribers that do not renew. In the last renewal notice we inclosed a reply card, asking them to advise us why they have not renewed their subscription. The August, 1942 figures show that 30 per cent did not renew as they were leaving for military service; 22 per cent were no longer in the field of the publication, and five per cent were with businesses and plants that had closed down. Thus, in August, 56 per cent of the non-renewals represented list changes. Adding these figures to the previous figures of changes of address, titles, etc. and you come out with about a 70 per cent personnel change per year—just about 3½ times that of normal.

Authoritative sources report that home addresses in Detroit which normally run about five per cent change per year are now running around 20 per cent per year.

In Philadelphia a few days ago I was told that there is not a single doctor who is physically fit under 37 years of age, left in the city—they have all gone into the service. If you

are mailing to doctors lists, be sure that you have lists that are kept up-to-date, or only take doctors about say 50 years of age.

What to do about it!

The list problem today unquestionably is the No. 1 headache for all mail order people who still have merchandise or services to sell. The important thing is—what can be done about it? Must we do as one person recently stated "Lists will be in poor shape this year, but we will have to do our best and be patient."

This is where ingenuity and skill work will pay bigger dividends than ever. There can be no set rules that will apply to all, as every market presents its own peculiar problem. Here are a few thoughts that are helping us—and I hope will be of help to many of you.

Invest more money in new names. We are checking phone books, Chamber of Commerce Lists, and our own field force checks for new companies. We are increasing our number of questionnaires, newspaper clippings, etc. for new individual names.

Then it is important to set up ways to purge lists of old names. When a name goes in our list it is dated and marked for the source. This enables us to check back on the list at any time and also to regularly cull the list of names that have been in for more than a predetermined period of time without being reverified. The period of time will vary with the industry—Aviation may be of six months, whereas the Food Industries might be of two years. Then when a name of a company is taken out of the list for one reason or another we put in a "kill" card, dating the card and giving the reason for the kill. This prevents the same name from getting back into the list from directories and other sources that may not catch this change for a couple of years.

Next, lists must be tested more carefully than ever and the follow ups must be faster than ever.

It may be necessary to develop new approaches on new wartime lines.

In addition to return postage guarantee, it might be advisable to try using Section 3547 which gives you the forwarding address when known.

One large mailer we know is rating his lists for future use when conditions will be tougher in that particular field. Today finds many lists that have never worked before and that are now working for him, but he knows that this condition will not always hold and, therefore, keeps a careful rating system.

But most important of all—watch costs per order and not percentage of post office returns. Another large mailer recently told me that they kept a careful record of post office returns, sorting them out into lists that were less than five per cent, from five to ten per cent, from 15 to 20 per cent, and over 20 per cent. They found that the list with 15 per cent post office returns paid out handsomely on a cost-per-order basis.

□ **INTERESTING WARTIME CHRISTMAS CARD DEVELOPMENT** was engineered by W. Arthur Cole, Managing Director of the Photo-Engravers Board of Trade of New York, Inc. All members of the association co-operated on a Christmas card by Rockwell Kent of the American Arts Group. Copy on Page 3 reads:

"This year more than ever before, let us pray for Peace on Earth and Good Will Toward Men. Let us work together for its achievement, to the end that we may all enjoy a future Merry Christmas with our boys in our own homes.—Your Photo-Engraver."

(and, at the bottom, in small type:)

"This greeting is sent co-operatively through the Photo-Engravers Board of Trade of New York, of which Your Engraver is a member, in an effort to conserve critical metals for war needs."

On Page 4 is listed the names of all members of the Engravers Board of Trade.



GET CASH WITH ORDER with

CHECKVELOPES

ORDER BLANK
BANK CHECK
REPLY ENVELOPE
All In One

TRIPLE DUTY

Three forms in one! Make it easy to buy... easy to pay.
Ask for samples.

TENSION ENVELOPE CORPORATION

345 HUDSON ST. NEW YORK CITY Telephone CANAL 6-1670

Manufacturing plants at NEW YORK, KANSAS CITY, ST. LOUIS, DES MOINES and MINNEAPOLIS

PHYSICIANS IN THE ARMY

We can furnish the names and correct addresses of 7,500 Physicians who have entered the Army since preparations for war were started. These names are revised at least once a month from Postmasters' reports and direct correspondence. If interested, write for price and details. The names of Physicians entering the Service are removed from our regular mailing list daily as new information is received. The present count of all Physicians under 69 years of age in active private practice is 103,000.

Fisher-Stevens Service, Inc.
183 Varick Street New York, N. Y.

IF you invest \$2,000 per year or more in commercial or advertising printing and want more results for perhaps less: then you should dial **DYAL** for **PRINTING, STYVESANT** 9-7692.

I can show you 2400 reasons why consultation and analysis pays.

Consultation charge to accounts less than \$1,000 per year, \$50 per month, (10 hours only).

For metropolitan accounts only, and **BY APPOINTMENT ONLY.**

No rush jobs. To hell with Hitler, and you too, if you are in a hurry.

References exchanged

PAUL DYAL
30 Irving Place, New York

CLASSIFIED ADS

MULTIGRAPHING SUPPLIES

RIBBONS, INKS AND SUPPLIES for the Multigraph, Dupligraph and Addressograph Machines. We specialize in the Re-Manufacturing of used ribbons. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

POSITION WANTED

DIRECT MAIL copy and layout man. Tops in publishing, retail, service fields. Twenty years' experience in pushing door bells, and pushing a pen. New Yorker, college graduate, 43, married, children. Part, full time. Box 102, *Reporter*, 17 E. 42nd St., N. Y. C.

SALES LETTERS

If **ALL IS** four-square, I'll either achieve the slant and strength which you'll agree will sell it best—or I'll refund your \$5. **WALT JENKINS**, 1595 Bryant St., Denver, Colorado.

□ **A ONE-GALLUSED MAILING PIECE** is what a *Reporter* correspondent calls the rambling, four-page mimeographed letter sent by Harry A. Brinkerhoff, 37 Walker Street, New York City, to the people who answer his ads in various publications. Mr. Brinkerhoff sells second-hand workshop equipment. His inquiry-answering letter is mimeographed on four legal-size sheets. It's the most unusual answer we've ever read . . . including the following paragraph.

Experience in mail order work over a period of 20 years proved that it takes from 3 to 5 catalogs to make one sale of \$5 or more. My experience here is that it takes 3½ catalogs or "Bulletins" to make one sale of \$10 or over. The F.B.I. will not let you print money—so I have to earn or get it elsewhere, in this case from you. You make a purchase of \$10, for example (I have, say, been sending you catalogs free), so—in the price of the machine or tool which you bought, you have paid for 3 (plus) catalogs which I had to mail to get your order. You paid for your copy—and in that purchase price of \$10, you paid for catalogs sent to 2 other persons who did not purchase.

Every month when one of these "catalog hounds" gets his favorite magazine, he buys 25 postal cards—for 1 cent each—soon these are in the mails "Please send me your free catalog"—they should add "If you have anything else free please send it, I am making a collection of free things." They could not buy a "nite pot," but for 1 cent each they get catalogs costing the buyers (actual purchasers) 15c to \$2—then under a shady tree they rest from the arduous labor of so much writing.

Is this fair—is it right—that you, an actual buyer, should have to pay for those "Big Mail" or "Big Male hounds, who are after "free" things—2 of whom got the "Bulletins" you paid for.

Mr. Brinkerhoff concludes his four page appeal by asking recipients to send him 87c for his future bulletins.

We understand that this "one-gallused mailing piece" works wonders. To collectors of curious appeals . . .

we suggest a note to Brinkerhoff saying, you "saw his ad and want further details."

□ **ANOTHER PAPER MANUFACTURER** gets an award! The American Writing Paper Corporation of Holyoke, Massachusetts, won a trophy for its "one year no accident record" at the recent three day Convention of the National Safety Council in Chicago.

CLASSIFIED ADS

Rates, 50c a line—minimum space, 3 lines. Help and Situation Wanted Ads—25c per line—minimum space 4 lines.

ADVERTISING AGENCIES

Your agents, mail order advertisement inserted all newspapers, magazines at publishers' rates. Martin Advertising Agency, 171P Madison Avenue, New York.

DIRECT MAIL SERVICE

BETTER LETTERS build better business. Every type for every need created by former Promotion Manager, Macfadden Publications. Long, successful experience. Investigate. Les Finkel, 1109½ South Ogden, Los Angeles.

EQUIPMENT

SAVE HALF on Mimeographs, Multigraphs, typewriters. Write for list of other bargains. Pruitt, 69 Pruitt Bldg., Chicago.

MULTIGRAPHS, MIMEOGRAPHS, Folding Machines and Attachments—Sold. Bought, Traded-In and Repaired. Write us your requirements. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

LETTERHEADS

"EXCELLENT" says Printers Ink about "Letterhead Design and Manufacture." Mail \$5.00 to Fredericks Co., 68 Nassau St., N.Y.C. Money refund guarantee.

MAILING LISTS

THE MASTER MAILING LIST FOR TODAY'S RICHEST MARKETS—\$3.98 Name, address, president, of 2000 aircraft, aircraft parts mfg., aviation schools, in Directory of Aircraft Yearbook for 1941-42, pub. at \$5.00. 27 copies at reduced \$3.98 price. Free Exam. **SALES RESEARCH ASSOC.**, 31 E. 27 St., N. Y. C. (Tel. MU 5-1449).

MAILING LIST RENTALS

1,000,000 NAMES FOR RENT Our advertising brings nerly 1,000,000 new mail-order novelty buyers each year. Complete information sent upon request. Johnson Smith & Co., Detroit, Mich.

MISCELLANEOUS

NEW SERVICE, expanding your horizon, spotlighting much you might miss:—Weekly "quick check list" of outstanding published articles of general interest; cross-indexed, saves time & eyesight. Sample copy **FREE**: Box 121, **THE REPORTER**, 17 E. 42 St., N.Y.C.

CONSTRUCTIVE HELP FREE: The Man Marketing Clinic shows men and women how to organize and apply sound merchandising principles to the selling of their own assets and abilities. No charge—no obligation. Applicants of merit welcome. Meetings, under the auspices of the Sales Executives Club, held Fridays at 7 P.M. at the Engineering Bldg., 29 W. 39th St.

THE REPORTER

REPORT ON "FISH-ING SITUATION"

ROOM 1424 H.O.B. (Ham Fish's office) will continue to function for the next two years . . . in spite of all the efforts of many people to *quarantine* it for the duration. Not enough people were willing to believe the facts about the franked propaganda campaign which had operated from Ham Fish's office. Fish was re-elected by 4,065 votes. It may cause some consolation to record the fact that Fish was defeated in Putnam County where a local committee staged an aggressive truth-telling campaign (in the newspapers and by direct mail) starting five weeks before the election. In the other two counties (Dutchess and Orange) the local committees pulled their punches for too long . . . and not until about a week before the election did they start following the lead of the Putnam County crusaders. But it was too little . . . and too late.

Fish succeeded in "buffaloing" about 50½ per cent of the voters. He disclaimed any personal connection with the operations of his secretary, George Hill. He defended his association with George Sylvester Viereck. In fact, he even, by implication, *defended* George Sylvester Viereck. He cried "smear" when Drew Pearson of the Washington Merry-Go-Round finally told the true story about the checks paid to Hamilton Fish by the Romanoff Caviar Company. (Remember? About six months ago *this reporter* said he would like to tell the story about "Fish eggs") Fish called Drew Pearson "the most colossal liar in America" . . . and Pearson has sued Fish for \$250,000 damages. There will be plenty of fireworks if, as and when that case ever gets to court.

As the situation now stands . . . Fish is back in Room 1424 for another two years. His secretary, George Hill is still in jail. So also, is George Sylvester Viereck. Twenty-seven other people who participated in the franked propaganda mailing conspiracy operated out of Fish's office are under indictment and will be tried soon. The Department of Justice is now investigating other individuals and organizations who were tied-in with the mailing campaign to disrupt and divide America. The

man who allowed his office to be used as the central headquarters for the smelliest mess in the history of the United States Post Office, leads a *charmed life* . . . and the voters of his district have given him another two years of Congressional protection. It's true that the franked mailing campaign has been wrecked. Abuse of the franking privilege has been exposed, and those enjoying the franking privilege will be less likely to abuse it in the future. But it's our prediction . . . that some of the voters in the 26th Congressional District of New York will have red faces following developments which may occur in the coming months.

Already . . . one of Fish's friends has gotten into trouble. Prescott Dennett, who was George Sylvester Viereck's contact man in Washington and who helped George Hill to finance, plan, purchase and distribute franked Congressional reprints, was drafted into the army shortly before his indictment with 27 others. On November 1st, Prescott Dennett (a private in the United States Army Air Force) used the *soldiers free mailing privilege* to mail from Atlantic City eight-page mimeographed letters seditiously attacking the Department of Justice and appealing for funds to defend himself against the "courtroom Napoleon" (meaning William Power Maloney). Prescott Dennett and the other Nazi loving propagandists, are smart enough to uncover ways of using the United States mail without payment of postage, but they are too dumb to realize that there are plenty of ways to uncover "fraud in the mail." Prescott Dennett failed to remember that his mailing list is stuffed with "dummy names" . . . just as were the mailing lists of nearly every subversive group in the United States. Many friends of *this reporter* were on these subversive lists under "assumed names." Prescott Dennett's seditious letter from Atlantic City under the soldiers free mailing privilege had not been in the mail for very long until one of the "names" received a copy . . . and the fireworks started. The Post Office Department has ruled that such use of the free mailing privilege is illegal.

Military authorities and the Department of Justice are clamping down on Private Dennett. Most of the news stories about this case are careful to point out that Mr. Dennett was a co-worker with George Hill in operating the franking racket out of Ham Fish's office. And some papers have noted that the mysterious Mr. Dennett was the contact man between William Griffin, Ralph Beaver Strassburger and Hamilton Fish in the *strange campaign* back in 1940, to push Hamilton Fish for the presidency of the United States.

Prescott Dennett and 27 other mailing misusers will go on trial in the next few months. Let's hope that some of the evidence revealed during that trial will force into cells some of the so-far-untouched members of the conspiracy.

This reporter started out more than three years ago to expose and break the largest and worst mailing fraud in history. He will not rest in peace until the case can be *properly* marked "closed."

□ **SPEAKING OF COUNTER PROPAGANDA** . . . Appreciate America, Inc., 130 North Wells Street, Chicago, Illinois, is issuing for distribution a fine series of miniature booklets measuring 2½" x 4¼". Each one contains 16 pages. They, too, should get wide distribution. Two of the booklets are titled "I Have the Answers, have you?" and "I Know my Neighbors, do you?" The copy attempts to counteract the current crop of rumors.

□ **DIRECT MAIL HAS LOST** a good practitioner . . . but he will still use Direct Mail. Eddie Richer, formerly advertising manager of Hart, Schaffner & Marx, who won THE REPORTER Cup in 1941 for good showmanship in Direct Mail, is now Promotion Director of The Chicago Sun.

□ **ARE PREMIUMS WORTH WHILE?** Jane D. Hopkins, Manager Agency Sales, Southern States Iron Roofing Company, Savannah, Georgia, reports that they wanted to find out whether it was worth while offering a premium in a letter asking for information. Three lots of 1,200 letters each were mailed with the following results:

Pencil offered	24.2%
Memo book offered	25.3%
No gifts offered	21.9%

While the letters offering gifts drew a slightly larger percentage of returns, the cost per answer was so much more, that the premium plan has been discontinued.

MORE NOVEMBER HIGHLIGHTS...

□ **ADVERTISING CRITICS** have been given plenty of ammunition lately in the silly campaign, "*Lucky Strike Green Goes to War.*" Ink manufacturers claim that the change in package design won't make enough difference in cost to measure with a puff of smoke . . . and there isn't any shortage in green anyway. Too bad that advertisers have to strain so hard to tie their product appeals to the war effort.

But in spite of the Lucky Strike exaggerations . . . color is actually going to war in many ways. Tanks are painted white on the inside to repel heat and to gain all possible visibility from the trickle of light that enters from the outside. Shells of different hues are marked in different hues to aid instant identification. In aerial target practice, bullets stained in different hues leave telling marks which later may be examined, and the gunners accordingly credited with hits.

□ **THE POST OFFICE DEPARTMENT** has just issued "by authority of the Postmaster General" an interesting booklet 5" x 6 1/2", 36 pages and illustrated cover entitled "1942-43 Postal Information."

It's a simple, interesting and easily understood explanation of the postal services . . . very handy for all users of the mail.

Beg pardon, folks, for not mentioning this sooner . . . but this booklet was issued by the **Canadian Post Office Department**, from Ottawa.

□ **THAT'S AN INTERESTING CAMPAIGN** staged by the Stonehouse Signs Inc., of Denver. They manufacture metal signs. Sometime ago the company mailed gummed-paper miniature reproductions of four of their "stop accident" signs. They offered these miniature stickers free of charge. So far, more than 120,000 stickers have been requested by and furnished to hundreds of the largest corporations in the country. The miniature stickers may not be selling metal signs at the present time, but they are certainly working as effective institutional advertising for Stonehouse . . . and the campaign is contributing to industrial safety at a time when such a drive is vital to war production.

Never Underestimate the Power of a Woman!



Thanksgiving Day 1942
Ladies Home JOURNAL

□ **SIMPLICITY** is predominant in a mailing piece issued by The Ladies' Home Journal for Thanksgiving Day. Size 10 1/2" x 13 1/2". Same copy was run as full page advertisements in leading national publications. A good lesson there for some Direct Mail advertisers. Get your story across in a hurry.

□ **ANOTHER IDEA** for closing wartime letters has just been submitted by Miss B. Kopit of I. Edward Brown Inc., 440 Canal Street, New York City.

She thought Henry Ellis' suggestion in a recent issue of *The Reporter* was out of balance . . . and that it should be typewritten this way.

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On the same subject . . . Francis X. Marshall, Manager, C. I. Division, Curtis 1000 Inc., Cleveland Office, thought Henry Ellis' idea would cut too seriously into a stenographer's time, so he passed along the "closing dreamed up by our Secretary-Treasurer, Theodore L. Hansen, 342 Capitol Avenue, Hartford, Connecticut." He closes his letters like this "Yours V . . . — truly."

□ **IMPORTANT CORRECTION.** We'll have to break down and admit it . . . *The Reporter* sometimes makes a mistake. Not often, mind you! In the wind-up of our Convention Report last month, we inadvertently stated that John Sweet of Dickie-Raymond had gone home early to the wife and "brand new baby girl."

That sign on Leonard Raymond's door must have had us "bewildered." We have a hard time keeping up with all the *birth announcements*. So apologies, etc., to Mr. Sweet, Junior.

Speaking of birth announcements, Vic Hecht of the Zellerbach Paper Company, San Francisco, California, has just submitted the unusual birth announcement of Chapin Hunt of the Zellerbach sales staff. A die-cut card reproduces what purports to be a newspaper clipping, containing a glowing account of "Outstanding Baby Born in Stanford Hospital." On a protruding card underneath is a reproduction of a "Confidential Bulletin of the Better Business Bureau of San Francisco, Ltd." Typed underneath heading is a report on "The Hunt Birth Announcement." The Bureau is convinced that the statements made in the newspaper clipping are "biased, exaggerated and . . . made without any thought as to how these overstatements might prove burdensome and a handicap to the new arrival in his later years." The report concludes by admitting that "the child was born."

□ **YOU SHOULD WRITE** to Herbert Kaufman, General Printing Ink Corporation, 100 Sixth Avenue, New York City, and ask for a copy of "A Special PAC Survey." Herb is an expert on questionnaires. Several months ago he sent a four page questionnaire to a number of advertisers. One hundred and sixteen responded. The subject was "what does the all-out war effort mean to advertising printing and lithography." Write for a copy of the 16 page and cover summary and analysis of the replies at once. It should be in every Direct Mailer's file.

DON'T KICK when, as and if rumored restrictions on paper and printing materialize. If restricted—make better use of what you are able to get. Focus your thoughts on **ESSENTIALITY**. Tie-in your essential advertising with the Government Victory Projects as much as possible. During coming months . . . **THE REPORTER** will try to show you **HOW**.

